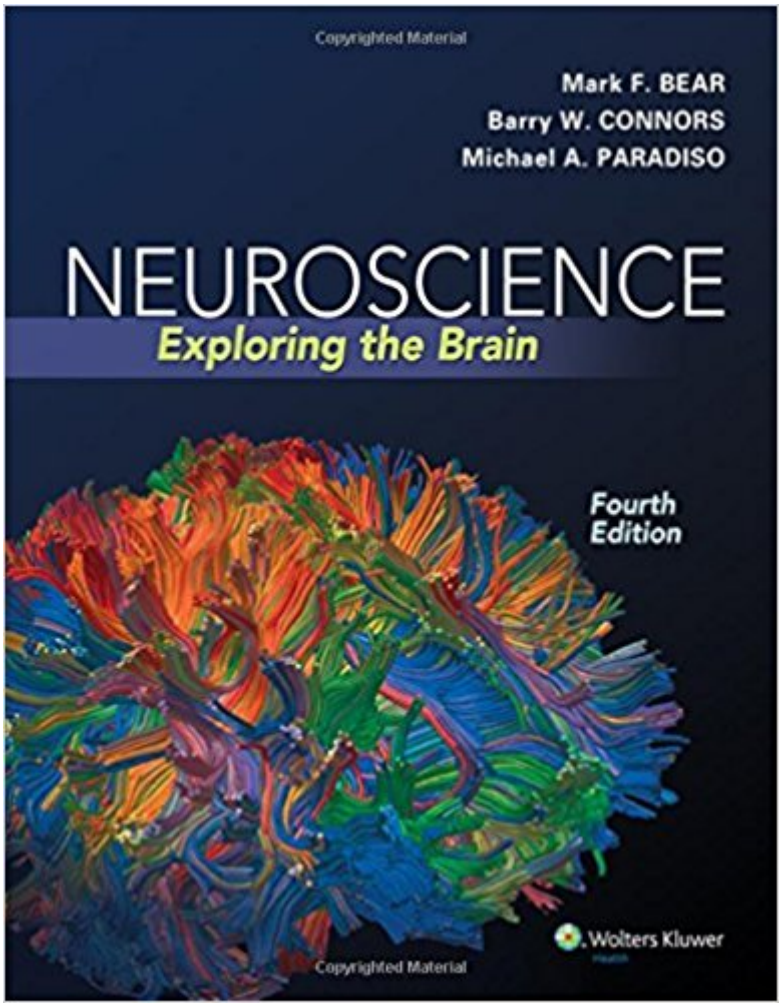
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Neuroscience: Exploring The Brain



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Synopsis

PublisherÃ¢â ¬â„¢s Note:Ã Â Ã Â Products purchased from 3rd Party sellers are not guaranteed by the Publisher for quality, authenticity, or access to any online entitlements included with the product. Acclaimed for its clear, friendly style, excellent illustrations, leading author team, and compelling theme of exploration, Neuroscience: Exploring the Brain, 4e takes a fresh, contemporary approach to the study of neuroscience, emphasizing the biological basis of behavior. The authorsÃ¢â ¬â„¢ passion for the dynamic field of neuroscience is evident on every page, engaging students and helping them master the material. Ã Â In just a few years, the field of neuroscience has been transformed by exciting new technologies and an explosion of knowledge about the brain.Ã Â The human genome has been sequenced, sophisticated new methods have been developed for genetic engineering, and new methods have been introduced to enable visualization and stimulation of specific types of nerve cells and connections in the brain.Ã Â The new Fourth Edition has been fully updated to reflect these and other rapid advances in the field, while honoring its commitment to be student-friendly with striking new illustrations, additional animations, and an unparalleled array of online resources.

Book Information

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Customer Reviews

Since this edition is brand new at this writing, I'm taking the time to compare it to the wonderful third edition of the same text. The reason is simple: the old edition is now available for $3 US used, and the new is over $110. Even a completely sealed, code unused with CD of the third can be had for under $20 US from marketplace sellers from time to time, so the cost investment difference is

significant.Two reasons why some might try to sell you on this vs. the third: 1. It is for a class and the teacher insists that some of the exercises or animations are more up to date here or 2. You agree with the publisher that a "lot" has happened in Neuroscience since 2006.I've gone page for page over the exercises, and unless your teacher is a real butthead, or paid by the publisher, they really are not that different in this edition! Besides, this is NOT a deeply technical text, it is a very student friendly overview that actually is a real pleasure to read. The authors are such good writers, that it reads like a novel, and both editions have been praised for making reading/studying a dopamine studded pleasurable experience, not a painful chore.As far as all the new science: well, hmmm. There IS a lot of new research, which you can look up on the web. BUT, the genome stuff, and functional MRI, were abundantly present 9 years ago, and the fine illustrations in the Third (as well as this) can't be much improved by animation. The requests for "internalization" of brain images were not really changed in this edition, and the online material is updated, but the third's online is/was so good, as well as the CD for you auditory folk, that it was a hard act to follow.Unlike many rushed out "new" editions, there IS significant work put into this new edition; it is not a scam like many other texts that rip us off every other year with "new." However, if you're reading it for self study, or even to augment a class with another primary text, the third should definitely be considered given the price difference. I write here for readers on a budget like me, if money is no object, I'd get this book over the third in a heartbeat, just for some of the web extras and some of the newer illustrations.My two main interests, intelligence and pharmacokinetics of the brain, weren't expanded much between the two, so consider my biases in this regard also. I don't really get the publishers "DNA sequencing" comments, because most of the molecular presentation is very similar, and the new web references to newer research is, well, on the web! Again, if money is not a consideration, the new web material and citations ARE great, more up to date, and worth it. The real issue is that both of these fine editions are treasured NOT for their research depth but for their readability, and you can't improve much on that with the fine third.For reference, I'm a roboticist and a member of the NENGO team in neural research. I use the third edition of this text in online neuro classes, then specific other texts in areas this introduces. IF YOU TEACH I will guarantee you one thing for sure: your students will LOVE you for EITHER edition of this text, as it is one of the most well written, enjoyable books in ANY field. It's like Bob Spetzler meets John Grisham, a real page turner. How many texts can you honestly say that about? Enjoy!

This is an excellent textbook! It is actually a pleasure to read. I have read (or attempted to read) other neuroscience textbooks, but have found them boring and at times confusing. This book is

neither, though it contains more detailed and in depth information than the other texts did. The authors have written a text that makes complex material easily understandable. The text is enhanced by what the authors describe as "special interest" boxes "designed to illuminate the relevance of the material to the students' everyday lives", "brain food" boxes that contain more advanced material for students who want to understand the material in more depth than might be presented in an introductory course, and "path of discovery" boxes, which provide fascinating histories of how the discoveries were made and make the text more relevant and meaningful. There are also figures illustrating the material throughoutthe text.Learning from this textbook has been easy because it has been based on understanding, whereas with other texts I struggled with memorizing what felt like disparate facts (at least to me). It could be that this is because I came to this textbook with some rudimentary knowledge that I did not have when approaching some of the other texts, but I don't think so. I think that learning has been so mucheasier because of the way the authors have presented the material. It almost reads like a mystery novel.I picked this book up two days ago and have had trouble pulling myself away from it. This is the best neuroscience textbook I have ever encountered. Many thanks to the authors!

I never knew it was possible to love a textbook before! I got both the Kindle version and the paper version. The Kindle version is amazing with the easy searching and the X-ray flashcards. The book itself is great as well. Instead of just presenting the brain as a giant wiring diagram, it does a good job of bringing in the psychological concepts associated with each area. The questions at the end of each chapter, with the answers available online, were a tremendous help as well.

A well-written guide-book with high quality figures, my major is material science with almost no understanding of the neuroscience, and I still felt comfortable with this book. The only gap between you and this book can be easily fulfilled with the aid of Wikipedia or Baidu (for our Chinese). I get the book "principle of neural science" firstly, and the thickness really kills me (~2000 pages), makes me afraid of this area. I'm not telling you that book is bad since you can take it as a perfect cyclopedia during the day and pillow at night, but this one " neuroscicence exploring the brain" makes me feel better. If you are new to this area, I really suggest you to begin from this one.

Neuroscience is my future career, and I absolutely value this book. It explains the brain amazingly well for those unfamiliar with the details. Figures and illustrations are fabulous. The text is clear, concise, and thorough. I t always kept my attention while reading. It's a great book for general

neuroscience courses! I plan to keep it on my bookshelf for a while!

Lots of good details for helping to get through class. I ended up renting the book, but when it was time to return it, I was pretty disappointed. Consider buying if you're looking to continue on in the field, good reference.

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